

Message Text

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UNCLAS SECTION 1 OF SECTION 2 NEW DELHI 12780

E.O. 11652: N/A
TAGS: BEXP, BFOL, IN
SUBJECT: FOLLOW-UP ONU.S. SCIENTIFIC, INDUSTRIAL AND MEDICAL
INSTRUMENT CATALOG EXHIBIT, INDIA, FEBRUARY-MARCH 1976.

1. TO EVALUATE THE EFFECTIVENESS OF THE SUBJECT CATALOG EXHIBIT, A LIMITED SPOT SURVEY COVERING ABOUT 20 PERCENT OF REGISTERED VISITORS WAS UNDERTAKEN. ABOUT 80 PERCENT RESPONDED TO OUR WRITTEN AND TELEPHONE FOLLOW-UP RESULTS ARE AS FOLLOWS:
2. TWO AMERICAN EXHIBITORS HAVE CONCLUDED AGENCY ARRANGEMENTS. THEY ARE: (A) UNILUX, INC., HACKENSACK, N.J., AND ESCORTS LIMITED, 6 PRATAP BUILDING, CONNAUGHT CIRCUS, NEW DELHI 110001. PRODUCT: STROBOSCOPIC ANALYSIS SYSTEMS. EACH SYSTEM COSTS APPROXIMATELY DOLS20,000 AND HAS A WIDE INDUSTRIAL APPLICATION. ESCORTS IS IN TOUCH WITH SEVERAL CUSTOMERS.
(B) AMERICAN PAULIN SYSTEM, LOS ANGELES, CALIF., AND EX. SERVICEMEN'S AVIATION ENTERPRISES PRIVATE LTD., E-51 PANCH SHILA PARK, NEW DELHI. IT INVOLVES SALE OF SURVEY EQUIPMENT. THE AGENT HAS ALREADY SUBMITTED A QUOTATION AND EXPECTS TO CONCLUDE DOLS90,000 BUSINESS IN ABOUT EIGHT MONTHS.
3. THE FOLLOWING PARTICIPANTS HAVE NOT YET FORMALLY CONCLUDED AGENCY AGREEMENTS BUT HAVE PERMITTED SOME INDIAN FIRMS THAT HAVE INDICATED INTEREST IN THEIR PRODUCTS TO OFFER BIDS ON

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THEIR BEHALF:

(A) CODEX CORPORATION, NEWTON, MASS., AND MOTWANE PRIVATE LIMITED, 68 JANPATH, NEW DELHI 110001 FOR DATA MODEMS. QUOTATIONS FOR DOLS25,000 ALREADY SUBMITTED WITH A POTENTIAL CUSTOMER. MOTWANE EXPECTS SUBSTANTIAL BUSINESS IN THE NEXT

3/5 YEARS.

(B) EMEC, INC., HALLANDALE, FLA. AND ESCORTS LIMITED, NEW DELHI FOR MICROWAVE EQUIPMENT AND COMPONENTS. ESCORTS HAS REFERRED SIX POTENTIAL INQUIRIES TO EMEC.

4. U.S. COMPANIES WHO HAD EXISTING REPRESENTATION ARRANGEMENTS AND WHOSE PARTICIPATION THE EXHIBIT LED TO THE FRUITION OF LONG STANDING NEGOTIATIONS:

(E) TELCOLAB CORPORATION, NEW YORK, N.Y. 10017-C.H.KRISHNAN AND ASSOCIATES, NEW DELHI. ELECTRONIC COMPONENTS: BUSINESS CONCLUDED: DOLS11,716.50:

(B) MID-WEST INSTRUMENT COMPANY, TROY, MICHIGAN, AND C.H. KRISHNAN AND ASSOCIATES, NEW DELHI. SALES COMMITMENTS HAVE BEEN FIRMED UP FOR FIVE PUBLIC SECTOR USERS FOR DOLS27,205. BUSINESS IS EXPECTED TO BE ACCOMPLISHED BETWEEN AUGUST 76 TO FEBRUARY 1977.

(C) CAPINMILL, INC., MOUNT VERNON, N.Y. AND C.H. KRISHNAN ASSOCIATES, NEW DELHI: EXPECTED BUSINESS TURNOVER: DOLS109,836 BETWEEN NOVEMBER 1976 AND DECEMBER 1977. EQUIPMENT INVOLVED IS: RATIOSCOPIES, THERMOSCOPIES, DIGITAL THERMOMETERS, AND PYROMETER SWITCHES. IN TWO SMALL TRANSACTIONS, THE INDIAN AGENT IS EXPECTING COMPETITION FROM A US AND A UK FIRM.

(D) HALEN ELLIOT INSTRUMENT CORP., MT. VERNON, N.Y. AND C.H. KRISHNAN ASSOCIATED, NEW DELHI: CHK EXPECTS TO PLACE ORDERS SOON FOR DIALYZERS, STERILIZERS, CENTRIFUGES, CARDIAC ARREST SYSTEMS, CENTRAL SUPPLY DIALYSIS SYSTEMS, HOMOGENIZER AND ENT TREATMENT UNITS OF A TOTAL VALUE OF DOLS247,600.

(G) INDIAN AGENT OF THE THREE ITT GROUP PARTICIPANT COMPANIES HAS INFORMED US THAT AS A RESULT OF THE EXHIBIT THEIR SALES OF INDUSTRIAL CONTROLS WILL INCREASE FROM DOLS40,000 IN 1974 TO UNCLASSIFIED

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ABOUT DOLS200,000 IN 1976 AND THEY ANTICIPATE A TURNOVER OF DOLS500,000 IN 1977. NEW CONTACTS ESTABLISHED ARE 30/35. FIVE OF THESE ARE POSITIVE CUSTOMERS. NEW PRODUCTS INTRODUCED ARE TURBINE FLOWMETERS.

5. DORIC SCIENTIFIC, SAN DIEGO, CALIF. HAS SUPPLIED TECHNICAL LITERATURE TO MOTWANE PRIVATE LIMITED, NEW DELHI BUT HAS NOT

FORMALLY APPOINTED IT AS ITS ACCREDITED AGENT. MOTWANE HAS INFORMED DORIC THAT ITS TERMOCUUPLE AND THERMOCOUPLE SCANNERS HAVE AN EXCELLENT SALES POTENTIAL IN RESEARCH AND INDUSTRY. MOTWANE'S MARKET EVALUATION HAS BEEN CORROBORATED BY A RESEARCH INSTITUTE IN NEW DELHI INFORMALLY TO THE EMBASSY.

6. LICENSING AGREEMENT: (A) HIMACHAL PRADESH MINERAL AND INDUSTRIAL DEVELOPMENT CORPORATION, SIMLA HAS SUBMITTED TWO SEPARATE PROPOSALS TO THE DEPARTMENT OF ELECTRONICS, GOVERNMENT OF INDIA, TO MANUFACTURE (I) ELECTRONIC VASECTOMY EQUIPMENT IN TECHNICAL COLLABORATION WITH ELECTROMEDICAL SYSTEM, INC., DENVER, COLO., AND (II) A TECHNICAL TIE-UP WITH NEOMED, INC., BOULDER, CO FOR ELECTRO SURGICAL INSTRUMENTS FOR EYE OPERATION. TOTAL CAPITAL OUTLAYS FOR THE PROJECTS (I) AND (II) ARE DOL\$450,000 AND DOL\$500,000 RESPECTIVELY. THESE PROJECTS ARE UNDER THE ACTIVE CONSIDERATION OF DOE AND DECISIONS ARE EXPECTED IN THE NEXT FOUR MONTHS.

(B) UNIVERSAL ELECTRICS LIMITED, PARLIAMENT STREET, NEW DELHI HAS EXPRESSED AN INTEREST TO ENTER INTO A TECHNICAL AND/OR FINANCIAL COLLABORATIVE ARRANGEMENT WITH INSTRUMENTATION LABORATORY, INC., LEXINGTON, MA, TO MANUFACTURE ITS LINE OF PH METERS, CONDUCTIVITY METERS, CHROMATOGRAPHS AND GAS ANALYZERS, POLARIMETERS AND ANALYZERS. THIS INVESTMENT OPPORTUNITY IS UNDER PROCESS FOR SUBMISSION TO THE COMPANY THROUGH USDOC.

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7. FOLLOWING INDIAN COMPANIES INFORMED US THAT THEY

HAVE RECEIVED CATALOGS FROM US PARTICIPANT FIRMS (NAMES INDICATED) AND ARE CURRENTLY ENGAGED IN INVESTIGATING MARKET POTENTIAL FOR THEM. THEY WILL REVERT TO THE EMBASSY WHEN THEY HAVE ESTABLISHED FIRM BUSINESS RELATIONSHIPS WITH US SUPPLIERS:

(A) EX-SERVICEMEN'S AVIATION ENTERPRISES PRIVATE LTD. E-51 PANCH SHILA PARK, NEW DELHI 110017: (I) BADGER METER INTERNATIONAL SALES, INC., MILWAUKEE, WIS.; (II) B/W CONTROLS, INC., BIRMINGHAM, MICH.; (III) LAB-LINE INSTRUMENTS, MELBROSE PARK, ILL.; (IV) THERMO-LAB INSTRUMENT INC., PITTSBURGH, PA.; (V) V.H.O. TRERICE CO., DETRIOT, MICH., AND (VI) WALLACH-GRACER EXPORT CORP., NEW YORK, N.Y.; (B) ESCORTS LIMITED, 6 PRATAP BUILDING, CONNAUGHT CIRCUS, NEW DELHI 110001: LEXEL CORPORATION, PALO ALTO, CALIF.; (C) DSS INDUSTRIES PRIVATE LIMITED, B-35 GREATER KAILASH, NEW DELHI 110048: LA BARGE, INC., ST. LOUIS, MO. DSS HAS REQUESTED LA BARGE TO SEND COMPLETE TECHNICAL DETAILS ON MILITARY AND AEROSPACE EQUIPMENT, DATA COMMUNICATION AND FLIGHT TEST INSTRUMENTATION FOR SOLICITING BUSINESS; (D) LARSEN AND TOUBRO LIMITED, 32 SHIVAJI MARG, P.O. BOX 6223, NEW DELHI 110015; (I) OCEANOGRAPHY INTERNATIONAL CORP., COLLEGE STATION TEXAS; (II) THERMO-LAB INSTRUMENT, INC., PITTSBURGH, PA.; (III) ROCHESTER INSTRUMENT SYSTEMS, ROCHESTER, N.Y.; (IV) DIETERICH STANDARD CORPORATION, BOULDER, CO., AND (V) TEMP-PRO, INC., HAYDENVILLE, MASS.; AND (E) MOTWANE PRIVATE LIMITED, NEW DELHI; (I) CORNING MEDICAL, UNCLASSIFIED

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DIVISION CORNING GLASS WORKS, TOKYO, JAPAN; (II) BRINKMAN INSTRUMENTS, WESTBURY, N.Y.; AND (III) ORION RESEARCH, INC., CAMBRIDGE, MASS.

8. SIX PROMINENT CONSULTANTS AND END USERS, BHARAT HEAVY ELECTRICALS LIMITED, CENTRAL ELECTRICITY AUTHORITY, CEMENT RESEARCH INSTITUTE OF INDIA, ENGINEERS INDIA LIMITED, ENGINEERING

PROJECTS (INDIA) LIMITED AND OIL INDIA LIMITED, ALL NEW DELHI, HAVE EXPRESSED SATISFACTION WITH THE PROMPT RESPONSE TO THEIR INQUIRIES REGISTERED AT THE SHOW. THESE COMPANIES ARE DEVELOPING A LIST OF NEW FUTURE SUPPLIERS.

9. PHELPS AND COMPANY PRIVATE LIMITED, 9-A CONNAUGHT PLACE, NEW DELHI 110001 REPORTED THAT IT HAS NOT RECEIVED ANY RESPONSE FROM US PARTICIPANTS. EMBASSY WILL SOON INITIATE A FOLLOW-UP ACTION ON THE FIRM'S INTEREST.

10. COMMENT: SUMMATION OF THE IMPACT MADE BY THE CATALOG SHOW CAN BE BEST JUDGED BY THE COMMENT MADE TO THE EMBASSY BY AN ACTIVE AND LEADING INDIAN IMPORTER OF INSTRUMENTS. QUOTE BEGINS: WE AS SOLE SELLING REPRESENTATIVES OF SEVERAL UNITED STATES MANUFACTURERS CONGRATULATE YOU FOR ORGANIZING THE

CATALOG EXHIBIT IN A FEW CITIES IN INDIA. THE SHOW WAS WELL ATTENDED BY SCIENTISTS AND DURING OUR PERSONAL MEETINGS LATER THE SCIENTISTS DID MENTION THE USEFULNESS OF THE SHOW. WE FEEL THAT IT WAS A SUCCESSFUL EVENT AND WELL ORGANIZED. THE GAINS OF THIS SHOW MAY NOT BE FELT IMMEDIATELY BY THE INDIVIDUAL COMPANIES WHO SENT THEIR CATALOGUES FOR VARIOUS REASONS PARTICULARLY ACUTE SHORTAGE OF FOREIGN EXCHANGE AND LONG DELAY IN SECURING FOREIGN EXCHANGE RELEASE BY THE SCIENTISTS IN INDIA. THE OVERALL IMPACT OF THE SHOW WAS VERY GOOD BECAUSE THE ACTUAL USERS GOT LOT OF INFORMATION THROUGH THE CATALOGS AT ONE PLACE. THE RESPONSE TO INVITATIONS EXTENDED BY YOU WAS GOOD BECAUSE NUMBER OF SCIENTISTS CAME FROM OTHER CITIES NEAR DELHI TO ATTEND THIS SHOW. THOUGH THERE WERE NO INSTRUMENTS YET THE EXHIBIT OF CATALOGS DID CREATE SIMILAR FEELING IN THE MIND OF THE VISITORS. WE ARE OF THE OPINION THAT SIMILAR SHOWS MAY BE ORGANIZED BY THE EMBASSY IN FUTURE ALSO SO THAT US MANUFACTURERS COULD MAINTAIN A REGULAR CONTACT WITH THE ACTUAL USERS. IT SHOULD BE ORGANIZED AT LEAST IN FIVE TO SIX BIG CITIES IN INDIA.

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QUOTE ENDS.

11. A US COMPANY WHICH HAS CONCLUDED AN AGENCY ARRANGEMENT WITH A LOCAL FIRM WROTE TO THE EMBASSY THAT WE HAVE RECEIVED ABOUT TEN INQUIRIES FROM FIRMS WISHING TO REPRESENT US IN INDIA. THE QUALITY OF THE PRESENTATION OF THESE LETTERS VARIED OVER A WIDE RANGE OF PROFESSIONALISM AND KNOWLEDGE IN OUR FIELD.... WE THANK YOU FOR YOUR EFFORTS. IT IS MOST GRATIFYING TO KNOW THAT OUR FEDERAL GOVERNMENT CAN BE SO EFFECTIVE. SAXBE

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